

IN THE CLAIMS:**Kindly amend the claims of record with the following full set of claims.**

1. (Previously presented) A method, operable on a computer system, for determining whether to recommend a program, said method comprising the steps of:
 - receiving a first program record representing a first program, wherein the first program record includes at least one key field;
 - retrieving a plurality of program records from a database, wherein at least one of the program records includes at least one key field;
 - converting each key field of the first program record into a feature value;
 - identifying a second program record of the plurality of program records that qualifies as a nearest neighbor of the first program record using the feature value, the key fields of the plurality of program records and a distance measurement method; and
 - determining, based on the identified second program record, whether to recommend said first program.

2. (Previously presented) A method, operable on a computer system, for determining whether to recommend a program, said method comprising:
 - receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;
 - retrieving a plurality of program records from a database wherein each program record includes at least one key field;
 - converting each key field of the first program record into a feature value;
 - determining a N number of program records of the plurality of program records that qualify as the nearest neighbors of the first program record using the feature values, the key fields of the plurality of program records, and a distance measurement method; and
 - determining, based on the N number of program records, whether to recommend said first program.

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3. (Previously presented) A method, operable on a computer system, for determining whether to recommend a program, said method comprising:

- receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;
- retrieving a plurality of program records from a database wherein each program record includes at least one key field;
- converting each key field of the first program record into a feature value;
- determining a cluster of program records of the plurality of program records that qualifies as a nearest neighbor of the first program record using the feature values, the key fields of the plurality of program records, and a distance measurement method; and
- determining, based on the cluster of program records, whether to recommend said first program.

4. - 8 (canceled)

9. (Previously presented) A computer system, for determining whether to recommend a program, said computer comprising:

- a memory for storing a database, the data base storing a plurality of program records, wherein each program record includes at least one key field; and
- a processor for containing a module, the module operable to determine a first program record of the plurality of program records that qualifies as a nearest neighbor, using a distance measurement method, of a second program record in response to a reception of the second program record by said computer system using the key fields of the program records, said module further operable to determine, based on the first program record, whether to recommend a program represented by said second program record.

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10. (Previously presented) A computer system for determining whether to recommend a program, said computer comprising:
a memory for storing a database, the database storing a plurality of program records, wherein each program record includes at least one key field; and
a processor for containing a module, the module operable to determine a N number of program records of the plurality of program records that qualify as the nearest neighbors, using a distance measurement method, of a first program record in response to a reception of the first program record by said computer system using the key fields of the program records, said module further operable to determine, based on the N number of program records, whether to recommend said first program record.

11. (Previously presented) A computer system for determining whether to recommend a program, said computer comprising:
a memory for storing a database, the database storing a plurality of program records, wherein each program record includes at least one key field; and
a processor for containing a module, the module operable to determine a cluster of program records of the plurality of program records that qualifies as a nearest neighbor, using a distance measurement method, of a first program record in response to a reception of the first program record by said computer system using the key fields of the program records, said module further operable to determine, based on the cluster of program records, whether to recommend said first program record.

12 – 16 (canceled)

17. (Previously presented) A computer program product in a computer readable medium for determining whether to recommend a program, said computer program product comprising computer readable code which when loaded into a computer system, instructs the computer system to perform the steps of:
receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;

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retrieving a plurality of program records from a database wherein at least one of the program records includes at least one key field;

converting each key field of the first program record into a feature value; computer readable code for determining a second program record of the plurality of program records that qualifies as a nearest neighbor of the first program record using the feature value, the key fields of the plurality of program records and a distance measurement method; and

determining, based on the second program record, whether to recommend said first program.

18. (Previously presented) A computer program product in a computer readable medium for determining whether to recommend a program, said computer program product comprising computer readable code which when loaded into a computer system, instructs the computer system to perform the steps of:

receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;

retrieving a plurality of program records from a database, wherein at least one of the program records includes at least one key field;

converting each key field of the first program record into a feature value;

determining a N number of program records of the plurality of program records that qualify as the nearest neighbors, using a distance measurement method, of the first program record using the feature value and the key fields of the plurality of program records; and

determining, based on the N number of program records, whether to recommend said first program.

19. (Previously presented) A computer program product in a computer readable medium for determining whether to recommend a program, said computer program product comprising computer readable code which when loaded into a computer system, instructs the computer system to perform the steps of:

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receiving a first program record corresponding to a first program, wherein the first program record includes at least one key field;
retrieving a plurality of program records from a database, wherein at least one of the program records includes at least one key field;
converting each key field of the first program record into a feature value;
determining a cluster of program records of the plurality of program records that qualifies as a nearest neighbor, using a distance measurement method, of the first program record using the feature value and the key fields of the plurality of program records; and
determining, based on the cluster of program records, whether to recommend said first program.

20. (Original) The method of claim 1, wherein the determining whether to recommend comprises comparing a number of positive counts for said identified second program record to a number of negative counts for said identified second program record.

21. (Original) The method of claim 1, wherein the determining whether to recommend makes a determination, said method further comprising generating a recommendation of said first program if said determination is to recommend.

22. (Previously presented) The method of claim 2, wherein the determining whether to recommend makes a determination, said method further comprising recommending said first program if said determination is to recommend.